



## THE CORPORATION OF THE TOWN OF AMHERSTBURG

### OFFICE OF THE CAO

**Mission Statement:** As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

<b>Author's Name: Bill Tetler</b>	<b>Report Date: September 19, 2024</b>
<b>Author's Phone: 519 736 0012 ext. 2251</b>	<b>Date to Council: October 15, 2024</b>
<b>Author's E-mail: btetler@amherstburg.ca</b>	<b>Resolution #:</b>

**To: Mayor and Members of Town Council**

**Subject: Special Events Approval Part 7**

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#### **1. RECOMMENDATION:**

It is recommended that:

1. The following events **BE APPROVED**:

- a. Town of Amherstburg – Holiday Market
- b. Amherstburg Santa Claus Parade
- c. River Lights Winter Festival

2. An exemption from table number 3-1(2) of Noise By-law #2001-43 with respect to the operation of any electronic device or group of connected electronic devices incorporating one or more loudspeakers to allow for music **BE GRANTED** for the following events:

- a. Amherstburg Santa Claus Parade

3. The Special Events Resource Team **BE DIRECTED** to confirm that the requirements identified by the Team are met prior to the event.

#### **2. BACKGROUND:**

At their October 5, 2015 Special Meeting, Council approved the Public Events Policy. As per Council's direction, Section 7.3 of the policy states:

**"7.3. Council has the authority and responsibility to:**

7.3.1 Consider any exemptions to Municipal By-laws for Public Events.

7.3.2 Consider and approve any new events presented by the PEC.

7.3.3. Consider and approve all recurring events presented by the PEC.”

Each Event Organizer is required to follow the Public Events Manual, fill out the required forms and submit to the Special Events Resource Team (SERT).

On September 19<sup>th</sup>, 2024, the SERT met and reviewed applications submitted by the Event Organizers for the following events:

- a. Town of Amherstburg – Holiday Market
- b. Amherstburg Santa Claus Parade
- c. River Lights Winter Festival

The SERT reviewed the application in detail and has informed the Event Organizer of every requirement that must be met to allow their event to proceed. This includes ensuring the event conforms to all Town By-laws, Town insurance requirements and Provincial laws. As per Section 7.3 of the Public Event’s Policy, the Event Organizers have also been informed that each event must be approved by Council before they may hold their event.

The Special Events Resource Team also amended the Event Emergency Response Plan in 2021 and all Event Organizers were made aware that this plan had to be submitted prior to approval and followed for any size event.

### Noise Exemption

Noise By-law #2001-43 prohibits the operation of any electronic device or group of connected electronic devices incorporating one or more loudspeakers or other electro mechanical transducers, and intended for the production, reproduction or amplification of sound in residential, commercial and agricultural areas.

Notwithstanding anything contained in the Noise By-law, a person may apply to Council for an exemption from any of the provisions of the Noise By-law with respect to any source of sound or vibration. Council, by resolution, may grant the exemption applied for and can impose terms and conditions, as Council deems appropriate.

All events requiring a Noise By-law exemption that have been identified by the SERT have been listed below for Council’s approval:

- a. Amherstburg Santa Claus Parade (3:00PM – 8:00PM)
- b. Royal Canadian Legion -2024 Remembrance Day Parade and Ceremony (10:00AM – 12:30PM)

### 3. DISCUSSION:

<b>Event</b>	<b>Holiday Market</b>
<b>Event Organizer</b>	Town of Amherstburg Recreation Dept.
<b>Event Date</b>	November 16, 2024
<b>Event Time</b>	8:00 am – 3:00 pm
<b>Event Location</b>	Libro Centre – Community Room
<b>Event Details</b>	The intent is to offer a holiday market for the public to have the opportunity to purchase local crafts and gifts

	for the upcoming holiday season. The event will take place in the Community Room of the Libro Centre and hold up to 20 vendors; if there is a large request we can also add up to 10 vendors in the lobby of the Libro Centre (total of a maximum of 30 vendors total for this event)
<b>Noise By-law Exemption</b>	Not Requested
<b>Road Closure before 5 PM</b>	Not Required
<b>Navy Yard Park By-law Exemption</b>	Not Required
<b>Permit Fees</b>	Not Required

<b>Event</b>	<b>Amherstburg Santa Claus Parade</b>
<b>Event Organizer</b>	The Windsor Parade Corporation
<b>Event Date</b>	November 23 <sup>rd</sup> , 2024
<b>Event Time</b>	3:00 pm – 8:00 pm
<b>Event Location</b>	Downtown Core
<b>Event Details</b>	Annual Santa Claus Parade and Fan Zone Activities
<b>Noise By-law Exemption</b>	Requested (3:00pm – 8:00pm)
<b>Road Closure before 5 PM</b>	Sandwich Street from Alma to Richmond, Richmond to Dalhousie, Dalhousie to Toddy Jones Park
<b>Navy Yard Park By-law Exemption</b>	Not Required
<b>Permit Fees</b>	Not Required

<b>Event</b>	<b>River Lights Winter Festival</b>
<b>Event Organizer</b>	Town of Amherstburg
<b>Event Date</b>	November 16 <sup>th</sup> , 2024 – January 5 <sup>th</sup> , 2025
<b>Event Time</b>	5:30 pm – 8:30 pm
<b>Event Location</b>	KNYP & Toddy Jones Park
<b>Event Details</b>	A set up of light displays throughout King's Navy Yard and Toddy Jones Park. Lights will be on continuously from November 16 2024 till January 5 2025. The Gingerbread Warming House will be open Friday, Saturday and Sunday from 5:30-8:30pm from November 16 till December 22 2024. The Warming House will be heated, showcase the annual Gingerbread House Contest, provide hot chocolate, free children's programming.
<b>Noise By-law Exemption</b>	Not Required
<b>Road Closure before 5 PM</b>	Not Required
<b>Navy Yard Park By-law Exemption</b>	Not Required
<b>Permit Fees</b>	Not Required

#### **4. RISK ANALYSIS:**

The Clerk identifies the Town's insurance requirements and relays the information to each Event Organizer. Special events on Town property are not able to proceed until the Clerk is satisfied the insurance requirements are met.

It should be noted, that should these events not be approved, it might have the following detrimental effects on the community:

- Less awareness and exposure for the Town to attract visitors which could result in economic loss for the Town and its businesses;
- A lack of support from Council may discourage long standing volunteer associations from providing social and economic opportunities. This would result in a perception of non-worth for their volunteer efforts;
- Less exposure for the Town reducing its tourism market share;
- Less exposure for the Town reducing its ability to attract new residents;
- Less exposure for the Town reducing its value to potential investors;
- Tourism is a primary industry for the Town of Amherstburg, reducing events will directly impact employment opportunities;
- Event experiences are learning opportunities for our guests, which promote repeat visits, the deep history Amherstburg has to offer and showcases our local museums, attractions, and historical sites;
- Events financially support not-for-profit organizations, to ensure sustainability within our community.

#### **5. FINANCIAL MATTERS:**

Each event application received is to be submitted with the required \$250 deposit. The Event Organizers will be responsible to pay for equipment rentals, facility rentals and all other costs associated with their event as per the Town's User Fee By-law, as amended. The cost to set up the rented equipment by Town staff is accommodated within the Town's budget under the Parks budget centre. Any damages to Town equipment or property are recoverable from the Event Organizer.

#### **6. CONSULTATIONS:**

The SERT was consulted inclusive of Windsor Police- Amherstburg Detachment and Amherstburg Fire Department. The SERT reviewed the application and has corresponded with the Event Organizers on requirements that must be met and By-law exemptions that must be obtained in order to be granted a Special Event Permit for their event, pending Council approval of this report.


**7. CORPORATE STRATEGIC ALIGNMENT:**

*Vision: Preserving our past while forging our future.*

<i>Amherstburg Community Strategic Plan 2022 - 2026</i>	
<p style="text-align: center;"><b>PILLAR 1</b> <b>Deliver Trusted &amp; Accountable Local Government</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures.</li> <li><input type="checkbox"/> Deliver transparent and efficient financial management.</li> <li><input type="checkbox"/> Increase effective communication and engagement with residents.</li> <li><input type="checkbox"/> Develop our staff team, resources, and workplace culture.</li> <li><input type="checkbox"/> Continue to deliver strong core municipal services.</li> <li><input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation.</li> </ul>	<p style="text-align: center;"><b>PILLAR 3</b> <b>Encourage Local Economic Prosperity</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Encourage development of commercial and industrial lands.</li> <li>✓ Continue to promote local tourism industry, especially overnight accommodation.</li> <li><input type="checkbox"/> Continue to facilitate downtown development for residents and visitors.</li> <li><input type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.</li> </ul>
<p style="text-align: center;"><b>PILLAR 2</b> <b>Invest in Community Amenities and Infrastructure</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Maintain safe, reliable and accessible municipal infrastructure and facilities.</li> <li><input type="checkbox"/> Increase access to recreation opportunities for all ages.</li> <li><input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy’s site, Belle Vue)</li> <li><input type="checkbox"/> Create public access to water and waterfront</li> <li><input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change.</li> </ul>	<p style="text-align: center;"><b>PILLAR 4</b> <b>Shape Growth Aligned with Local Identity</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Define and communicate a vision for the Town’s future and identity.</li> <li><input type="checkbox"/> Promote and plan for green and “climate change ready” development.</li> <li><input type="checkbox"/> Review and implement policies that promote greater access to diverse housing.</li> <li><input type="checkbox"/> Protect the Town’s historic sites and heritage.</li> <li><input type="checkbox"/> Preserve the Town’s greenspaces, agricultural lands, and natural environment.</li> </ul>

**8. CONCLUSION:**

The SERT is confident that once all requirements are met by the Event Organizers, the events held in the Town of Amherstburg will enhance the community experience for both residents and visitors alike.



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Bill Tetler  
**Manager, Licensing and Enforcement**

## Report Approval Details

Document Title:	2024 Special Events Approval Part 7.docx
Attachments:	- AmherstburgSantaParade_Map2023_RGB_HR[5363].jpg
Final Approval Date:	Oct 1, 2024

This report and all of its attachments were approved and signed as outlined below:



Tracy Prince



Valerie Critchley



Kevin Fox